GLAD MIDSOMMAR

97th Annual

Midsummer Festival

SATURDAY, JUNE 22nd, 1991

All Day

S V E A D A L

Uvas Canyon, Santa Clara County

Given under auspices of

Swedish-American Patriotic League

Swedish American Patriotic League

SAN FRANCISCO **OAKLAND**

WISHES ONE AND ALL A HAPPY MIDSUMMER ON THE 97th CONSECUTIVE MIDSUMMER FESTIVAL.

With sincere appreciation to the many committees and friends for their support and efforts to make this Annual Midsummer Festival an outstanding success.

GREG ST. CLAIR
President, San Francisco

FRED NICHELINI
President, Oakland

Midsummer Greetings

from

Erica Nelson
Midsummer Queen 1991

Midsummer Greetings

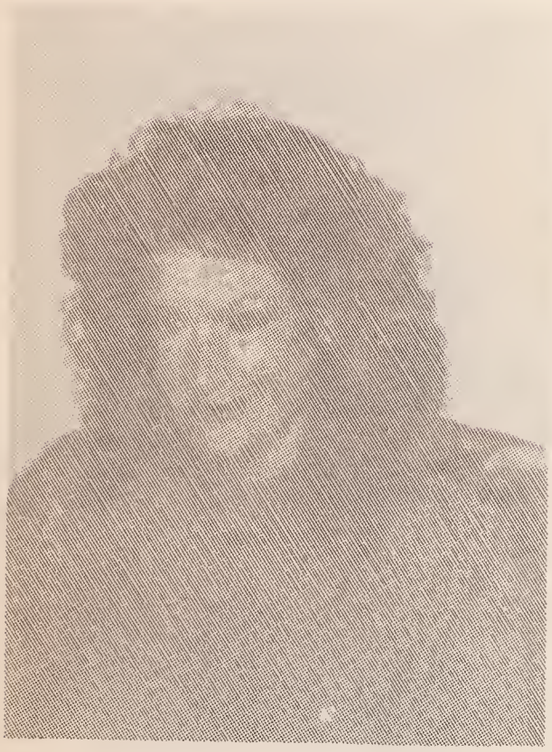
from

Bert and Gloria Nelson

Happy Midsummer

GLAD MIDSOMMAR

ERICA NELSON
Midsummer Queen 1991



Rene' St. Clair
Columbia

Suzanne Haas
Svea

Midsummer Greetings from

TEGNÉR LODGE No. 149, V.O.A

meets every third Thursday
Bjornson Hall,
2258 Mac Arthur Blvd.
Oakland, CA

Astri Feist, *Chairman*
Elsy Mattson, *Secretary*

The Golden Gate District Lodges

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on the Midsummr Day Celebration.
The Golden Gate District consisting of 21 local lodges in San Francisco, Oakland, Berkeley, Concord, Stockton, Modesto, Turlock, Fresno, San Jose, Palo Alto, Petaluma, Sacramento, Paradise, Eureka, Redding, Reno, Oroville, and Santa Cruz extend to you a cordial invitation to become a member of the Vasa Order of America.

Helen Mingram District Master
Phyllis Petersen District Secretary

MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A.

San Francisco

Meets 2nd Saturday each month,
1.00 p.m. at Swedish American Hall,
2174 Market street, S.F.

Anton Anderson Chairman
Gudrun Franzen Secretary

Best wishes for a successful
MIDSUMMER FESTIVAL

FYLGIA LODGE No. 119

Vasa Order of America

The Color Guard here today

is part of

Fylgia's Drill Team

TORD HILLERSTROM
Chairman
ROBERT H PETERSON
Secretary

Glad Midsommar

Nordiska Butik

Fine Scandinavian Gifts

Mary Ann Peterson
Vicki Peterson

771 Monterey Blvd.
San Francisco, CA 94127
(415) 239-8107

97 years of Midsummer Festivals

The Swedish American Patriotic League as such did not organize the first Midsummer Festival in San Francisco. Both the League and the festivals are direct results of the first historic Sweden Day at the Midwinter Fair and Exhibition in Golden Gate Park in 1894.

Since then Midsummer Festivals have been held every year under the auspices of the League. A festival was even arranged in 1906, the year of the big earthquake and fire. It was held in Shell Mound Park in the East Bay, attended by an estimated 2,000 persons, eager to meet the survivors of the disaster in San Francisco.

During the years Midsummer Festivals have been held at various places. For the longest time, 26 years, it was held in the Scottish Rite Auditorium in San Francisco. At the time in 1968 when the Auditorium was converted to a movie house, the League decided to move the festival to its own recreation park, Sveadal.

We hope you will enjoy today's festival, the 93th Midsummer Festival, oldest in the world outside of Sweden.

STAR SPANGLED BANNER

Oh say, can you see
By the dawn's early light
What so proudly we hailed
At the twilight's last
gleaming?
Whose broad stripes and
bright starts
Thru the perilous fight
O'er the ramparts we
watched,
Were so gallantly streaming?
And the rockets red glare
The bombs bursting in air
Gave proof thru the night
That our flag was still there.
Oh say, does that star-
spangled banner yet
wave,
O'er the land of the free
And the home of the brave?

DU GAMLA, DU FRIA

Du gamla, du fria, du fjällhöga Nord,
Du tysta, du glädjerika sköna!
Jag hälsar dig, vänaste land uppå jord,
Din sol, din himmel, dina ängder gröna!

Du tronar på minnen från fornstora da'r,
Då ärat ditt namn flög över jorden!
Jag vet, att du är och du blir vad du var,
Ack, jag vill leva, jag vill dö i Norden!

Midsummer Greetings

Fred Nichelini
President

Swedish American Patriotic League

97th Annual Midsummer Program

Sveadal

4:00pm on the Clubhouse Lawn

Presented by the
Swedish American Patriotic League
President, San Francisco: Greg St.Clair
President, Oakland: Fred Nichelini

PROGRAM

PARADE
Flag Bearers, Officers, Performers, Costume Group, Maids of Honor, Columbia, Svea, Crown Bearer, Midsummer Queen and Train Bearers

MASTER OF CEREMONIES ..... Ted Olsson
Past President, S.A.P.L./S.F.

FLAG SALUTE TO THE QUEEN
Flag Bearers of Flygia Lodge

NATIONAL ANTHEMS (in unison)
"The Star-Spangled Banner"
"Du Gamla, Du Fria"
..... Zaida Binetti, Director; Kurt Talbot, Drums

WELCOME ..... GregSt.Clair
President, S.A.P.L./S.F.

CROWNING OF THE QUEEN ..... Bertil Nelson
Past President, S.A.P.L./Oakland

SWEDISH MELODIES
Zaida Singers ..... Zaida Binetti, Director

PRESENTATION OF COLUMBIA ..... Greg St.Clair
President, S.A.P.L./S.F.

PRESENTATION OF SVEA ..... Don Morrison
Vice President, S.A.P.L./S.F.

GREETINGS FROM SWEDEN ..... Siri Eliason
Consul General of Sweden

THE QUEEN'S COURT ..... Ted Olsson

Gwen Bergmark, Linda Bradley, Karen Clements, Nicole Glennen, Amy Hillerstrom, Ann Larsson, Heather Leonard, Tirzah Matiatos, Kirsten Seversen, Sonja Seversen, Jeni Ternstrom, and Linda Vogelsberg

Crown Bearer: ..... Stephanie Alexander
Train Bearers: ..... Alexander Olsson, Christopher Talbot

PROCESSION TO THE DANCE FLOOR AND MAYPOLE

MIDSUMMER QUEEN'S WALTZ

SWEDISH FOLK DANCE EXHIBITION
..... Mikkel Thompson, Director

SMÖGÅSBORD, 6:00pm
Swedish American Buffet
($12.50 per person)
Lauri Ruppert

DANCING, 7:00pm
Bob Harrold's Trio

Midsummer Greetings

from

The Swedish-American Patriotic League of Oakland

Fred Nichelini *President*

Wishing you a

Happy Midsummer

Robert and Mary Ann Peterson

Officers and Members of the

SWEDISH CLUB

önskar alla

EN GLAD MIDSOMMAR

Glad Midsommar

Vestkusten

Midsummer Greetings

THE SWEDISH SOCIETY OF OAKLAND

meets 2nd Tuesday in
Björnson Hall, Oakland

Anders Lundgren, *President*

ROBERT THIELE, *Secretary*
524-6150

For membership information contact above officers.

Now is the time to join the East Bay's oldest and most progressive Society. Financially sound

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SWEDISH LADIES SOCIETY
of San Francisco

2174 Market Street

Sick Benefit and Social Organization
Meetings 2nd Thursday at Noon

Jean Nelson, *President*
June Williams, *Secretary*

SWEDISH LADIES SOCIETY
JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization
Meetings second Thursday every month in Björnson Hall

President — **Inez Rhodin**
Secretary—BERTHA BECHTLE

GLAD MIDSOMMAR

Evelyn Olsson
Karin Massey

Glad Midsommar

And a Happy
Festival in Sveadal

Ted, Astrid, Zander
and Juliana Olsson

GLAD MIDSOMMAR

önskas av

Eva Person

Wishing you a most Happy

Midsummer Festival

Walter and Dorinda Nyland

Midsummer Greetings

from

THE SWEDISH SOCIETY
OF SAN FRANCISCO

A Century of Fraternalism
in the Bay Area

We own and operate the

Swedish American Hall
2174 Market Street, S.F.

for your pleasure

Phone 861-9313

★★★★★★★★★★★★★★★★★★★★★★

GLAD MIDSOMMAR

önskas av

FILIP PALSSON
AND FAMILY
536 Kirkland Ave.,
San Francisco, CA 94122

Midsummer Greetings

SAN MATEO INVESTMENT CO.

Ernie Gustafson
Telephone 349-2121

REAL ESTATE

4100 El Camino Real

San Mateo

Enjoy

SVEADAL

this summer

Your own Recreation Park
in Uvas Canyon,
Santa Clara County

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

CALENDAR OF EVENTS

July 6th, 7th
Annual Tennis Tournament
Horseshoe Tournament
Dinner/Dance
July 27th
65th Anniversary of Sveadal
August 10th
Sveadal Club's 60's Day
Dinner/Dance
Sept. 1st
63rd Annual Labor Day Weekend
Swimming Races. For more
information, call during season
(1-408) 779-2854

Wishing you a
Happy Midsummer

ROY ANDERSON PAINT CO

DEBCO INDUSTRIAL COATINGS
O'SULLIVAN® PRODUCTS

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Santa Rosa

SIV och
ART ELWING

önskar en

GLAD
MIDSOMMAR

Midsummer Greetings
from

The Nichelini
and
Madigan Families

Return to the '60s
at Sveadal
Saturday, August 10, 1991

Dinner/Dance $12.50 - Adults
(7pm/9pm) $ 8.00 - Children under 12
Dance only $ 4.00

Sponsored by
The Sveadal Club
in Sveadal

RESERVE WITH:
Julie Bowman 415/591-7964
Sveadal 408/779-2854

- Costume: '60s attire
- Activities will begin at noon
- Poolside cocktail/hors d'oeuvres - 4:00pm (come in costume)
- Dinner and dancing will follow

Midsummer Greetings
from
Gladys Peterson
Happy Birthday Marta

Wishing you a
Happy Midsummer

THE WEISSENBORNS
Ken, Charlotte,
Karin, Linnea and Marta

Midsummer Greetings
from
Vera and John Nelson

Wishing you a very
Happy Midsummer
Ramona and Harry Talbot

NORTHERN LIGHTS, etc.

Scandinavian Shop & Gallery

Glad Midsommar

Lis & Ann Marie

Art • Art Glass • Crystal • China • Ceramics
Linens • Sweaters • Handcrafted Ethnic Items

826 Santa Cruz Avenue, Menlo Park • 325-0313
Monday-Friday 9:30-5:30 • Saturday 10-5

Greetings and best wishes for a

Happy Midsummer

from

Mr. and Mrs. Reno C. T. Anderson

C. A. ANDERSON FUNERAL PARLORS

1387 Valencia Street, San Francisco 94110